

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



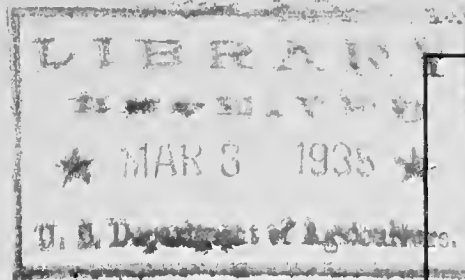
62.97  
1935  
**KELLOGG**  
**SEED COMPANY**

P. O. Box 684  
MILWAUKEE, WISCONSIN

*Return Postage Guaranteed*

**RAINBOW**  
BRAND  
**SEEDS**

MARKET QUOTATIONS  
PLEASE RUSH



Sec. 562, P. L. & R.  
U. S. POSTAGE

**PAID**

MILWAUKEE, WIS.  
Permit No. 409

M.R. Newman, Reference Librarian  
Bureau of Plant Industry, U.S.  
Washington, D.C.



RAINBO BRAND SEED CORN

DENT VARIETIES, NEBRASKA GROWN

	Per Bu.
Golden Glow or Wisconsin No. 12..	1.85
Wisconsin No. 7.....	1.85
Wisconsin No. 8.....	1.85
Minnesota No. 13.....	1.85
Early Murdock .....	1.85
Pride of the North.....	1.85
Reid's Yellow Dent.....	1.80
Improved Leaming .....	1.80
Iowa Gold Mine.....	1.80

FODDER CORN

	Per Bu.
Red Cob, Fancy Quality.....	1.50
Leaming Fodder, Iowa Grown.....	1.25
Pride Fodder, Iowa Grown.....	1.25
Eureka Fodder, Virginia Grown.....	2.65

SWEET CORN

	Per 100 lbs.
Golden Bantam, Minnesota Grown..	15.00
Golden Bantam, Wisconsin Grown..	17.00
Stowell's Evergreen .....	21.00

WISCONSIN GROWN

	Per Bu.
Wisconsin No. 12.....	3.00
Wisconsin No. 8.....	3.00
Wisconsin No. 7.....	3.00
Early Murdock .....	3.25
Dodge or Jefferson County Grown.	

COTTON GRAIN BAGS — ROYAL RIVER, per bale of 100.....	\$30.00
Used Bags, Good Quality, per 100.....	24.00

MINNESOTA GROWN

Minnesota No. 13.....	2.00
Wisconsin No. 12.....	2.00
Wisconsin No. 7.....	2.00

WISCONSIN GROWN HYBRID

Wisconsin Hybrid No. 571.....	5.50
Wisconsin Hybrid No. 520.....	5.50
Maturities Similar to Regular Golden Glow.	
Packed in one and one-half Bushel Sealed Bags.	

NORTHERN WISCONSIN GROWN DENT VARIETIES

	Per Bu.
Northern Grown Golden Glow (Grown in Shawano County).....	3.00
Cold Resistant Golden Glow (Grown in Shawano County).....	3.25
Wisconsin No. 25 (Grown in Shawano County).....	Sold Out

WISCONSIN GROWN

	Per Bu.
Cold Resistant Golden Glow.....	3.00
Golden Glow or Wisconsin No. 12..	3.00
Silver King or Wisconsin No. 7.....	3.00
Wisconsin No. 8.....	3.25
Early Murdock .....	3.25
Wisconsin No. 25.....	4.00
Northwestern Dent .....	4.25
Minnesota No. 13.....	3.00
Grown by Jacques.	

FLINT CORN (Wisconsin Grown)

	Per Bu.
Spangler's Smut Nose Flint.....	3.75
Spangler's Sanfords White Flint.....	3.75

CRO-TOX

Crow and Bird Repellent. Protects Seed Corn and Grains from Loss of Seed After Planting. Eight Ounces of Cro-Tox Will Treat One Bushel of Corn.

8 oz. Size @ \$4.30 Per Dozen
16 oz. Size @ \$7.20 Per Dozen
1 Qt. Size @ \$10.80 Per Dozen

The old formula Ceresan may be exchanged for New Improved Ceresan under certain conditions. Dealers having old Ceresan on hand are invited to write to us for details. The Exchange Privilege expires March 15th.

Return your old Rainbo and Nitragin Inoculation now, to be exchanged for new.



SEED DISINFECTANTS

TREAT SEED GRAIN

It Improves Yield and Quality

It provides good insurance against losses from certain diseases and unless the grower is sure that his seed is not contaminated, treatment should be given to all seed wheat, oats, and barley. Seed treatment is recommended by State and Federal Agricultural Authorities.

Improved Ceresan is the best treatment for wheat, oats, and barley.

NEW IMPROVED CERESAN

A DUST DISINFECTANT FOR WHEAT, OATS, BARLEY AND OTHER CEREALS

Sizes of Packages	Retail Price Per Package	Dealer Price	Packages Per Case
1-lb. tin	\$ .75	\$ 6.00 per doz.	2 doz.
5-lb. "	3.00	25.00 " "	1/2 "

NEW IMPROVED SEMESAN JR.

A DUST DISINFECTANT FOR SEED CORN.

Sizes of Packages	Retail Price Per Package	Dealer Price	Packages Per Case
4-oz. tin	\$ .50	\$ 4.00 per doz.	3 doz.
1-lb. "	1.50	12.00 " "	2 "
5-lb. "	7.00	56.00 " "	1/2 "
25-lb. pail	28.75	23.00 per pkg.	1 only

NEW IMPROVED SEMESAN BEL

AN INSTANTANEOUS DIP DISINFECTANT FOR SEED POTATOES.

Sizes of Packages	Retail Price Per Package	Dealer Price	Packages Per Case
4-oz. tin	\$ .50	\$ 4.00 per doz.	3 doz.
1-lb. "	1.75	14.00 " "	2 "
5-lb. "	8.00	64.00 " "	1/2 "
25-lb. pail	31.25	25.00 per pkg.	1 only
100-lb. drum	120.00	96.00 " "	1 "
300-lb. "	345.00	276.00 " "	1 "

SEMESAN

A GENERAL DISINFECTANT FOR VEGETABLE AND FLOWER SEEDS OR BULBS, AND CERTAIN PLANT DISEASES.

Sizes of Packages	Retail Price Per Package	Dealer Price	Packages Per Case
2-oz. tin	\$ .50	\$ 4.00 per doz.	3 doz.
1-lb. "	2.50	20.00 " "	2 "
5-lb. "	11.75	94.00 " "	1/2 "
25-lb. pail	46.25	37.00 per pkg.	1 only
100-lb. drum	180.00	144.00 " "	1 "
300-lb. "	525.00	420.00 " "	1 "

NU-GREEN

A GRASS DISINFECTANT FOR BROWN-PATCH PREVENTION AND CONTROL.

Sizes of Packages	Retail Price Per Package	Dealer Price	Packages Per Case
3-oz. tin	\$ .50	\$ 4.00 per doz.	3 doz.
1-lb. "	1.75	14.00 " "	2 "
5-lb. "	8.00	64.00 " "	1/2 "
25-lb. pail	30.00	24.00 per pkg.	1 only



# KELLOGG SEED COMPANY

Phone BRoadway 4160 P.O.Box 684  
322 E. FLORIDA STREET  
MILWAUKEE, WISCONSIN



Distributors  
MENOMINEE PRODUCE COMPANY  
Menominee, Michigan

Quotations Are Subject to Market Changes.

Today's Values F. O. B. Milwaukee, Wisconsin

Terms: Net Cash

March 1, 1935

Kellogg Seed Company Gives No Warranty, Express or Implied, as to Description, Quality, Productiveness or Any Other Matter of Any Seed it Sells, and Will Not Be Responsible for the Crop.

## COMMON ALFALFA

All United States Verified Origin

KANSAS Per 100 lbs.  
RAINBO .....\$21.00

IDAHO  
RAINBO ..... 28.50

MONTANA  
RAINBO ..... 30.00

WISCONSIN  
RAINBO ..... 30.00  
Mountain ..... 29.00

CANADIAN VARIEGATED  
RAINBO ..... 35.00

## COSSACK ALFALFA

State Sealed and Certified

RAINBO, Blue Tag..... 34.00  
RAINBO, Red Tag..... 33.00

## GRIMM ALFALFA

State Sealed and Certified

BLACKFOOT BRAND  
Blue Tag ..... 33.00  
Red Tag ..... 31.50

## SWEET CLOVER

WHITE BLOSSOM Per 100 lbs.  
RAINBO ..... 10.00  
Mountain ..... 9.75

YELLOW BLOSSOM  
RAINBO ..... 11.00

GRUNDY COUNTY  
RAINBO ..... 10.25

ALBOTREA  
RAINBO ..... 12.00

IIUBAM  
RAINBO ..... 18.00

Alfalfa, Clovers and Timothy in Bushel and Half Bushel Bags, 25c per 100 lbs. Higher.



Per Ton  
100 lb. Burlap Sacks.....\$27.50  
100 lb. Cotton Bags..... 29.00  
50 lb. Cotton Bags..... 33.00  
25 lb. Cotton Bags..... 39.00

Less Dealer's Discount 10%.  
Special Prices for Car Lots.

## TIMOTHY

Per 100 lbs.  
RAINBO ..... 22.75  
Mountain ..... 22.50

## TIMOTHY AND ALSIKE

About 15% Alsike..... 24.00  
About 25% Alsike..... 24.75  
About 50% Alsike..... 26.00

## MEDIUM RED CLOVER (Northern Grown)

RAINBO ..... 25.50  
Mountain ..... 25.00

## MEDIUM RED CLOVER (Special)

98% Pure, containing Alfalfa and other crop seeds..... 23.00

## MAMMOTH CLOVER (Northern Grown)

RAINBO ..... 26.00

## ALSIKE CLOVER

RAINBO ..... 30.00  
Mountain ..... 29.00

## ALSIKE SPECIALS

Contains about 5% White..... 28.50  
Contains about 8% White..... 28.00  
Contains about 15% White..... 26.75

## WHITE CLOVER

RAINBO ..... 28.00  
Mountain ..... 27.00  
Mixing Qualities ..... 20.00 to 25.00

## MICA SPAR-GRIT—All Sizes

RAINBO, ton lots..... .95  
Smaller quantities ..... 1.00

## BIRD SEED (Full Bags)

Per Bu.  
Sunflower, Fancy ..... 7.50  
Sunflower, Choice ..... 5.00  
Turkish Canary ..... 5.50  
Hemp ..... 4.00  
Bird Rape ..... 5.75  
Large Rape ..... 4.75  
Large White Millet..... 4.25  
Large Red Millet..... 4.00  
Smaller Quantities 50c per 100 lbs. Higher.

## SEED GRAINS RAINBO BRAND

### SPRING WHEAT

Per Bu.  
Marquis ..... 1.50  
Progress ..... 1.45  
Kubanka ..... 1.75

### SPRING RYE

Wisconsin Grown ..... 1.50

### OATS

Swedish Type ..... .75  
White Kherson ..... .75  
logold ..... .75

### BARLEY

Oderbrucker, 6 Rowed..... 1.50  
Wisconsin No. 38..... 1.55

### BUCKWHEAT

Per 100 lbs.  
Japanese ..... 1.90  
Silverhull ..... 1.80

### FIELD PEAS

Per 100 lbs.  
RAINBO, Canadian Field ..... 3.50  
Mountain, Canadian Field..... 3.25  
Mountain, Green ..... 4.75  
RAINBO, Scotch ..... 5.75  
RAINBO, Marrowfat ..... 5.00

### SOY BEANS

Per 100 lbs.  
RAINBO, Manchu ..... 2.80  
RAINBO, Illini ..... 2.75  
RAINBO, Wisconsin Early Black.....

### WINTER VETCH

For Spring or Fall Planting. Per 100 lbs.  
RAINBO ..... 14.00

### AMBER CANE—For Fodder Only

Per 100 lbs.  
RAINBO ..... 6.50

### MILLETS

Per 100 lbs.  
RAINBO, German ..... 5.00  
RAINBO, Hungarian ..... 5.50  
RAINBO, Japanese ..... 5.50  
RAINBO, Early Fortune..... 4.00

### FLAX

Per 100 lbs.  
RAINBO, For Seeding..... 4.50

### DWARF ESSEX RAPE

RAINBO ..... 4.25

## SUDAN GRASS

RAINBO ..... Per 100 lbs. 12.50

### REED'S CANARY GRASS

RAINBO ..... Per 100 lbs. 80.00

## GUARANTEED SEED INOCULATION

TESTED	McQueen's Inoculator	SELECTED
For Sweet Clover, Alfalfa, (No. 1), Common Clovers, (No. 2)		
Size	Retail	WHOLESALE PRICES
1/2 Bushel	\$ .35 can	(48 to case) \$ .20
1 " "	.50 "	(24 " " ) .30
2 1/2 " "	1.00 "	(12 " " ) .60
5 " "	1.75 "	(6 " " ) 1.10
For Lespedeza, Unhulled, (No. 3)		
30 Lb. Size	60 Lb. Size	150 Lb. Size
\$ .20	\$ .30	\$ 1.10
For Vetch, Field, Garden, Austrian Winter Peas (No. 4), Cow Peas (No. 5), Soy Beans (No. 6)		
Size	Retail	WHOLESALE PRICES
1 Bushel	\$ .35 can	(48 to case) \$ .20
2 " "	.50 "	(24 " " ) .30
5 " "	1.00 "	(12 " " ) .60
10 " "	1.75 "	(6 " " ) 1.10
Garden Size Packet for 5 lb. Sweet Peas, Lupines, Garden Peas, Beans		
2 Dozen 15c Lithographed Packets in Display Carton, \$2.00		
WHOLESALE PRICES F. O. B. DISTRIBUTOR		

## AGAR - CULTURES



Nos. 1 and 2 in one bushel and 2 1/2 bushel sizes. Nos. 4 and 5 in 2 bushel and 5 bushel sizes.

Prices Same as for McQueen's Inoculator.

INOCULATE ALL LEGUMES WITH NITRAGIN	
The Original Legume Inoculator	
When ordering, always specify kind of seed.	
Alfalfa, all Clovers and Lespedeza	
Size	Dealer Retail
1/2 bu. ....	\$ .24 \$ .35
1 bu. ....	.45 .65
2 1/2 bu. ....	.95 1.40
Peas, Vetch, Austrian Winter Peas and Beans	
Size	Dealer Retail
1/2 bu. ....	\$ .24 \$ .35
1 bu. ....	.45 .65
*1 1/2 bu. ....	.56 .80
5 bu. ....	1.57 2.25
*100 lb. size. Packed only for Vetch and Peas.	
Expiration Date and High Germ Count on Every Package	
INOCULATOR PRICES	
Soy Beans and Cow Peas	
Size	Dealer Retail
1 bu. ....	\$ .74 \$ .95
2 bu. ....	.45 .65
5 bu. ....	.95 1.40
10 bu. ....	1.70 2.45
Garden Size NITRAGIN	
Inoculates from 1 oz. to 8 lbs. seed, Price 25c	
Dealer Price, \$2.00 per doz. Retail Price ..... 25c each	

## LAWN GRASS MIXTURES



RAINBO BRAND  
Finest Quality  
In Cartons  
and Bulk

### BLUE MOUND LAWN SEED

Per 100 lbs.  
1-lb. Cartons (50 to a case)..... 22.00  
5-lb. Bags (10 to bundle)..... 21.00  
10-lb. Bags (5 to bundle)..... 21.00  
Bulk 50-lb. and 100-lb. Bags..... 20.00  
Shade Grass, bulk..... 22.00

### GREENDALE LAWN SEED

Per 100 lbs.  
1-lb. Cartons (50 to a case)..... 20.00  
3-lb. Bags (20 to a bundle)..... 19.00  
5-lb. Bags (10 to a bundle)..... 19.00  
50-lb. and 100-lb. Bags..... 18.00

### SHAMROCK LAWN SEED

100-lb. Sacks ..... 17.00

### STAR LAWN SEED

100-lb. Sacks ..... 15.00

### RAINBO BENT GRASS MIXTURE

The finest Bent Grasses blended with other grasses to produce a bent lawn in two seasons.

Per 100 lbs.  
1-lb. Bags ..... 55.00  
5-lb. Bags ..... 53.50  
25, 50 or 100-lb. Bags..... 52.50

## WHITE CLOVER SEED

### RAINBO DISPLAY CARTON

Per Carton  
48 10c Packages ..... 2.45  
24 20c Packages ..... 2.25  
12 40c Packages ..... 2.45  
24 10c; 12 20c Packages..... 2.45

### RAINBO

Per 100 lbs.  
1-lb. Boxes (25 to case)..... 33.00  
1/2-lb. Boxes (50 to case)..... 33.00

Packed Conveniently for Counter Trade

## GRASSES

### KENTUCKY BLUE GRASS

Per 100 lbs.  
RAINBO ..... 24.00  
Mountain ..... 23.00

### CANADIAN BLUE GRASS

RAINBO ..... 21.00

### FANCY RED TOP

RAINBO ..... 16.00  
Mountain ..... 15.00  
Valley ..... 14.00  
Unhulled ..... 8.50

### ROUGH STALKED MEADOW GRASS

RAINBO ..... 33.00  
Excellent for shady conditions.

### RYE GRASS (Imported)

Pacey's ..... 14.00  
Perennial ..... 13.00  
American Grown ..... 6.50

### BENT GRASS (Certified)

Astoria Bent Grass, State Sealed..... 95.00  
Seaside, State Sealed..... 100.00  
Smaller quantities \$5.00 per 100 lbs. higher.

### ORCHARD GRASS

Per 100 lbs.  
RAINBO ..... 15.00

### MEADOW FESCUE

RAINBO ..... 18.50

### CHEWINGS FESCUE

RAINBO ..... 60.00

### BROMUS INERMIS

RAINBO .....

## ROOT SEEDS

### MANGEL WURZEL

Per 100 lbs.  
Manmoth Long Red..... 30.00  
Giant Half Sugar..... 30.00

### RUTABAGA

American Purple Top..... 35.00

### TURNIP

Purple Top Strap Leaf..... 35.00



## PLANTERS' REFERENCE

### Pounds to Sow Per Acre

KIND	Pounds per Acre	Pounds per Bu.
Alfalfa, broadcast .....	18-22	60
Alfalfa, drills .....	12-15	60
Barley .....	96-120	48
Beans, Soy, broadcast.....	60-80	60
Beans, Soy, drills.....	30-45	60
Beans, Soy, with corn.....	50-60	60
Blue Grass, Kentucky .....	25-28	14
Blue Grass, Canada.....	25-28	14
Buckwheat .....	45-60	52
Cane, broadcast .....	50-70	50
Cane, drills .....	10-15	50
Clover, Alsike .....	8-12	60
Clover, Medium .....	10-15	60
Clover, Mammoth .....	10-15	60
Clover, Sweet hulled.....	12-15	60
Clover, Sweet unhulled.....	20-30	30
Clover, White .....	4-8	60
Corn .....	8-12	56
Sweet Corn .....	12	
Fescue, Meadow .....	15-25	24
Fescue, Chewings .....	25-28	14
Flax .....	28	56
Lawn Grass .....	Depending on Conditions	Depends on Quality
Millet, for hay.....	45-50	50
Millet, for seed.....	30-40	50
Millet, Japanese .....	12-15	30
Oats .....	64-76	32
Peas, Canada Field—broadcast.....	120-150	60
Peas, Canada Field—with grain.....	75-90	60
Rape, broadcast .....	8-10	50
Rape, in drills.....	5-6	50
Red Top, Solid seed.....	7-12	14
Red Top, unhulled.....	10-15	14
Rye, Winter .....	84-112	56
Rye, Spring .....	56-84	56
Speltz .....	62-100	48
Sudan Grass, broadcast .....	30-40	50
Sudan Grass, in drills.....	15-25	50
Sunflower .....	8-10	24
Timothy .....	10-12	45
Timothy and Alsike.....	8-10	45
Vetch, Hairy or Winter.....	50-125	50
Wheat .....	90-120	60

**KELLOGG**  
SEED COMPANY  
MILWAUKEE, WISCONSIN

# SPECIAL LOTS

FOR SHIPMENT ON OR  
BEFORE

March 15, 1935

---

## RED CLOVER SEED MIXTURE

Lot "ELM"

90% Pure Red Clover, Balance  
Other Crop Seeds.

\$19.85 PER 100 LBS.

●

## WISCONSIN GROWN ALFALFA

Lot "DRAKE"

Pure Alfalfa .....93.40%

Other Crops ..... 5.88%

Weeds ..... .54%

Inert ..... .18%

Germination .....91.00%

\$28.50 PER 100 LBS.

PACKED IN 60 LB. BAGS, BAGS FREE.  
U. S. VERIFIED ORIGIN.

---

F. O. B. MILWAUKEE

Both Lots Meet Requirements  
Wisconsin Pure Seed Law.

---

SAMPLES UPON REQUEST



Every

**DEALER**

**SHOULD**

**KNOW**

**the**

**FACTS**

## SEED INOCULATION FACTS

**T**HE use of Commercial Seed Inoculation by farmers and gardeners has become a common practice in recent years. Growers of farm and garden Legumes have learned that Inoculation is inexpensive, easy to use and usually very effective in results.

Agricultural authorities recommend it, and practically every seed merchant today sells commercial Seed Inoculation in some form. At times during the past few years, articles have appeared and claims have been made concerning the advantages of certain types or brands of these Commercial Cultures.

Some of these claims are meritorious and well founded, yet none of them have brought out the really important things in a Commercial Inoculant. Seedsmen and the general public may be confused about these various claims and we believe you will be interested in the following information and FACTS.

### PREPARING COMMERCIAL INOCULANTS

**T**HERE are a number of different methods in use for preparing Commercial Seed Inoculation Cultures artificially. Most of these are relatively simple. However, extreme care must be used to prevent contamination, and keep the strains true to type. With proper isolation, temperature conditions, the use of special foods, etc., a small number of nitrogen fixing organisms can be made to multiply and grow to enormous numbers—Millions—Billions—Trillions—Quadrillions—in a comparatively short time.

Cultures prepared in this manner give satisfactory results when proper precautions are observed in their use. But if this multiplying or incubating process is not carried out under extremely careful supervision, contamination by bacteria or molds may develop to interfere later with the sale and use of the Culture.

Original strains of organisms may also die out, or become ineffective. It is then necessary to prepare new strains of Mother Culture.

*A mother culture is one that is produced from actual root nodules taken from the roots of well inoculated legumes.*

## "COMMON CARRIERS"

EAT, Muck, Humus, Charcoal, Fuller's Earth, Agar-Agar, etc., are some of the "carriers" used in preparing cultures artificially.

Inoculating organisms, usually in liquid form, are placed in or on the "carrier" material. This liquid may contain enormous numbers of the organisms in suspension, or may contain only a small number of them, which by contact with the food materials in the containers, may grow and multiply to large numbers. Commercial Inoculants prepared in the above manner are perishable.

## DATING CULTURES

COMMERCIAL concerns usually place a date on their containers, stating the length of time in which the cultures may be of use, or when prepared. Some of these cultures are at their highest efficiency for only a short period. Others may continue to grow and multiply at a rapid rate in the container until their food supply is used up and then die off because of lack of food.

The large amounts of liquid used in the preparation of some cultures favor the growth of certain types of molds, which may be present in the "carriers" used. This high percentage of moisture, to allow for uncontrolled drying out in the "carrier" while on the dealers' shelves, may not allow the organisms to remain at their highest efficiency for an entire season. Thus, conditions for deterioration and spoilage are present.

Seedsmen should occasionally examine samples of stock cultures. Molds and other fungi may have developed. Whether the presence of molds in the "carrier" is harmful or not, is beside the point.

Ordinarily the customer associates molds with spoilage and this alone may make the culture unsalable. When this condition exists, the culture should be withdrawn from sale and returned to the manufacturer.

It should therefore be noted that the "Method of Preparation", "Selection of Strains", "Carrier", and even the "Containers" themselves have a very close relation to the period of effectiveness of the culture.

## PREPARING McQUEEN'S INOCULATOR

**E**VERY step in the preparation of McQueen cultures is under the strict supervision of a competent bacteriologist.

All McQueen Cultures are grown from select root nodules taken from plants produced by the very finest Legume Seeds.

The McQueen Laboratory and Greenhouse are not used exclusively for producing cultures, but are also used for *control, checking, testing, research and development.*

Careful SELECTION of the proper type of nodules has been a common practice in McQueen Trial Grounds for many years.

Tap Root (Type A) nodules were being selected by McQueens long before their importance was generally recognized. **Quality** in an Inoculant can be as pronounced as *quality* in seeds.

McQueen's select strains have this uniform quality and efficiency because they are produced by a highly developed exclusive process which has been used successfully for over **twenty-five years**. This process is used in addition to the more generally known laboratory method.

McQueens have long known that a few organisms of a select strain are more efficient as an Inoculant than greater numbers of inferior strains, *yet we concentrate these select strains just as densely as inferior strains can be concentrated.*

## THE McQUEEN "CARRIER"

**T**HE McQueen "Carrier" is distinctly different from that in general use. It is a clean, brown colored preparation that does not soil hands or clothing when using. Does not contain soot, muck, lampblack, charcoal or other disagreeable coloring matter.

McQueen's does contain colloidal clay, which is a natural environment for nitrogen-fixing organisms, and keeps them at their highest efficiency without additional excess amounts of liquids, special foods, or chemicals that may cause trouble later on.

Another outstanding advantage of the McQueen "carrier" is its ability to hold moisture uniformly over a greater period of time. McQueen's Inoculator may feel dry, but it contains more hygroscopic moisture than is apparent to the touch.

In "processing" McQueen's Inoculator, excess moisture is slowly removed as the organisms are being concentrated, under controlled conditions. No additional moisture is added later, as the correct amount necessary is determined while the "processing" is being completed.

The finished McQueen "carrier" therefore contains sufficient moisture to support the organisms, but no excess moisture to develop mold growth. McQueen's Inoculator *does not mold, spoil or dry out prematurely*, if stored under favorable seed storage conditions.

## THE McQUEEN CONTAINER

SINCE practically all "humus" type Cultures are sold in fibre containers, too much moisture may cause not only the above difficulties, but may also cause the container to "break down" and damage easily.

Radical changes of environment while displayed for sale should be avoided. McQueen Cultures do not change, or "dry down" rapidly from a high to a low moisture content after they reach the dealers' hands.

It is important to hold the moisture content of Seed Inoculation Cultures at a nearly constant level, therefore McQueens use an improved type of container (can) which is "insulated" both inside and outside, to insure holding moisture uniformly under average conditions. This advanced type can has been especially designed to meet the rigid specifications of the McQueen Research Department.

All McQueen Cultures are guaranteed to give satisfactory results, or are replaced free of charge. In addition, they also carry an expiration date of sufficient duration to allow Seedsmen to sell them, without the necessity and expense of returning or exchanging them at too frequent intervals.

McQueen's *method of preparation* — *selection of strains*—*moisture holding "carrier"*—and *"insulated can"* are all very desirable and important features of McQueen's Inoculator. These time tested features enable us to conscientiously solicit your Inoculator business and give your customers a high grade Guaranteed Product.

**YOU CAN INCREASE YOUR PROFITS AND REDUCE "RETURNS". CASH IN ON THESE FACTS.**

# KELLOGG SEED COMPANY

Milwaukee, Wisconsin

## ORDER

CANS IN CASES  
MAY BE ASSORTED

Please send us McQueen's Inoculator as checked below. Do not substitute.

Ship by ☐ Parcel Post, ☐ Express, ☐ Freight \* Enclosed is check for \$.....

Unsold McQueen's Inoculator must be returned (prepaid) at end of expiration date shown on package. All credits issued for exchanged goods, at current prices, do not in any way affect unpaid balances. Such credits may only be used to apply on subsequent purchases of McQueen's Inoculator. THE McQUEEN BACTERIA CO., Baltic, Ohio.

CANS IN CASE MAY BE ASSORTED				Small Size (48 to case)	Stand Size (24 to case)	Large Size (12 to case)	Super Size (6 to case)
FOR SMALL SEEDS				½ bu.	1 bu.	2½ bu.	5 bu.
GROUP NO. 1	Sweet Clover; Alfalfa; Bur; Sour Clover						
GROUP NO. 2	Red, Alsike, Crimson, Mammoth, White Clover						
GROUP NO. 3	LESPEDEZA SPECIAL Sericea, Korean, Harbin, Kobe, Common, Tenn. 76			30 lb.	60 lb.	150 lb.	300 lb.
GROUP NO. 4	FOR LARGE SEEDS Vetches; Field, Garden, Austrian Winter Peas			1 bu.	2 bu.	5 bu.	10 bu.
GROUP NO. 5	Cow Peas; Lima, Velvet Beans; Peanuts						
GROUP NO. 6	SOY BEANS						

15c GARDEN SIZE PACKET for 5 lbs. Sweet Peas, Lupines, Garden Peas and Beans  
24 packets in neat counter display, \$2.00. Send ..... cartons.

Firm Name ..... Buyer .....

Address ..... State .....



The Convenient Shipping Case Originated by McQueen's. One size shipping case for all size cans and packets. Contents plainly marked on outside.

## **CANS IN CASES MAY BE ASSORTED**

ONE *standard* can equals TWO *small* size cans in case.

ONE *super* size can equals TWO *large* size cans in case.

For instance, TWELVE *small* cans and EIGHTEEN *standard* cans make a case. SIX *large* and THREE *super* size cans make a case.

EXAMPLE: TWELVE *small* cans may be assorted as follows: SIX *small* No. 1 culture, TWO *small* No. 2 culture, Two *small* No. 3 culture and Two *small* No. 6 culture. This would leave EIGHTEEN *standard* cans which might be assorted as follows: EIGHT *standard* No. 1 culture, FOUR *standard* No. 2 culture and SIX *standard* No. 6 culture.

The above examples show you how to have a complete line of McQueen cultures (used in your locality), without a large investment.



# SEED INOCULATION FOR LEGUMES

*McQueen's Inoculator*

For SWEET CLOVER, ALFALFA, (No. 1),  
COMMON CLOVERS, (No. 2)

Size		Retails		WHOLESALE PRICES
1/2 Bu.	\$ .35	can	(48 to case)	\$ .20
1 "	.50	"	(24 " " )	.30
2 1/2 "	1.00	"	(12 " " )	.60
5 "	1.75	"	( 6 " " )	1.10

For LESPEDEZA, Unhulled, (No. 3)

30 Lb. Size	60 Lb. Size	150 Lb. Size	300 Lb. Size
\$ .20	\$ .30	\$ .60	\$1.10

For SOY BEANS (No. 6), COW PEAS (No. 5),  
VETCH, FIELD, AUSTRIAN PEAS (No. 4)

Size		Retails		WHOLESALE PRICES
1 Bu.	\$ .35	can	(48 to case)	\$ .20
2 "	.50	"	(24 " " )	.30
5 "	1.00	"	(12 " " )	.60
10 "	1.75	"	( 6 " " )	1.10

GARDEN SIZE PACKET For 5 Lb. SWEET PEAS,  
LUPINES, GARDEN PEAS and BEANS

24-15c Pkts. in Display Carton, \$2.00

Wholesale Prices f. o. b. Baltic, O., or Distributor

## NOTE SPECIAL PRICES

Due to greatly increased sales we are able to quote lower prices which allow you a profit of approximately 40%. There is no excuse to substitute for this fast selling guaranteed item.

Use Handy Order Form

OVER A QUARTER CENTURY OF PROGRESS

1908 THE McQUEEN BACTERIA CO. 1935  
BALTIMORE, OHIO, U. S. A.

**“What did that field of  
oats make, John?”**



**John tells Sam how  
he makes more money  
on WHEAT, OATS  
and BARLEY**

# "WHAT DID THAT FIELD OF OATS MAKE, JOHN?"



"Well, Sam, it made 2080 bushels! If my figuring is right, that's just 52 bushels per acre."

"Fifty-two bushels, hey? That's a mighty good yield of oats for a year like this. It hustled mine to make 40 bushels."

"Is that so? What variety are they—Gophers?"

"Sure—same as yours. My land will grow just as much corn as yours, but when it comes to wheat, oats, or barley, you always get more than I do. I just can't figure it out."

"Well, I don't know either, Sam. Did you clean your seed?"

"Sure, always do that. It pays to plant good seed instead of light, chaffy stuff."

"How about treating? What did you treat with?"

"I didn't treat them at all. There wasn't much smut last year and I just figured that was one way I could cut expenses."

"Sam, I think you're wrong there, and I'll bet that's one reason why my yield was 52 bushels while yours was only 40."

"Well, there might be something to that. What did you treat with?"

"Why, I used this *New Improved Ceresan* that they're selling at the Corner Store. It costs less than 2 cents a bushel and that means only a nickel an acre for oats. I'd give a nickel any time to increase my yield of oats 5 to 10 bushels per acre, wouldn't you?"

"Course, anybody would, but how do you know *New Improved Ceresan* did increase your yield?"

"Because I've seen several tests and I've talked to the men at the State College. Treating the seed with *New Improved Ceresan* often increases the yield 10 to 20 per cent. And, besides that, I've planted treated and untreated seed side by side right on my own farm. I did that last year over on that northwest forty and I could see the difference in the stand just by walking through it."

"That sounds pretty good, but how do you put that dust on the seed—isn't that a lot of trouble?"

"No, no trouble at all. I have one of those rotary seed treaters the college recommends, but you can put it on with

a scoop shovel just as well. It's best to let the treated seed stand 24 hours before sowing. That kills the smut."

"That reminds me, I did have some smut in my oats this year. We noticed it when we threshed. Is this *New Improved Ceresan* pretty good to hold down the smut?"

"It sure is, Sam. That's why so many certified seed growers and seed dealers treat all their seed oats, wheat, and barley with it. They can't afford to have even a little smut show up."

"Well, I don't grow any barley, but I grow 80 acres of wheat every year. I do treat that for smut but I hate the job—makes me about half sick, breathing so much dust."

"That's where *New Improved Ceresan* shines. Of course, if you apply it with a scoop shovel, you're bound to stir up a little dust, but if you use a seed treater, there isn't any dust in the air."

"There isn't? Why not? When I open my seed treater to dump the wheat, there's an awful cloud of dust comes out."

"Sure, that's because you use 2 to 4 ounces of dust per bushel. With *New Improved Ceresan* you use only half an ounce, and it's made so it will stick to the seed where you want it instead of flying around in the air where you don't want it. You see each can has a measuring spoon which holds just enough dust for a bushel of grain. Just two cents worth—that's all it takes for a bushel of wheat, oats, or barley."



***New Improved Ceresan* gave one farmer this increased yield of 6.9 bushels of wheat per acre**

"Say, I got to go; it's most chore time. That *New Improved Ceresan* sounds good to me. Guess it made you some money this year, didn't it?"

"You bet it did! It cost me only \$2.00 to treat all the seed for that 40 acres of oats. And then I treated the seed for my 40 acres of wheat—that cost just a trifle over \$1.00. I figure that little \$3.00 investment made me a good many extra dollars and I sure know what to do with them, Sam."

"Yes, I would, too, if I had 'em. Where did you say I could buy that *New Improved Ceresan*?"

"I got mine at the Corner Store in town."

"That's all I want to know, John, thanks."

# HERE'S WHY JOHN USES New Improved CERESAN

*New Improved Ceresan* generally controls stinking smut or bunt of wheat; covered smut, *black* loose smut and stripe of barley; and loose and covered smuts of oats. One treatment for all three grains.

*New Improved Ceresan* is *inexpensive*, costing only  $1\frac{7}{8}$  to  $2\frac{1}{3}$  cents per bushel of seed. At current prices, it is the lowest cost dust disinfectant on the market.

*New Improved Ceresan* has many other advantages. It is a dust treatment—no wet, swollen grain to handle. When applied by the rotary treater method, there is no disagreeable dust in the air to be breathed. Rub a little of the dust between the thumb and finger and you will understand from its smoothness why it does not reduce the planting rate. And for the same reason it can't cake or clog in the drill or cause excessive wear or drill breakage. In the absence of a regular seed treater, it can be applied with a scoop shovel. The measuring spoon in each can helps to avoid guesswork and wastage of the dust.

*New Improved Ceresan* usually improves the stand and yield of grains. The results of numerous carefully conducted tests under actual farm conditions, many of them made under the observation and supervision of, or, in cooperation with Federal and State Agricultural Experiment Stations, have proved this.

For example, *New Improved Ceresan* increased the average stand of oats over untreated seed by 10.7 per cent in tests conducted on eleven Illinois farms in 1933. Twenty-six lots of seed oats selected at random and planted in 1934 in Illinois, Minnesota and North Dakota gave 10.5 per cent better stand when treated with *New Improved Ceresan*.

*Do You Grow Barley?* In 6 Illinois tests in 1933 *New Improved Ceresan* increased the stand 11.7 per cent, and in twelve Minnesota and North Dakota tests in 1934 the improvement in stand was 6.7 per cent, which is an excellent increase for a drought year.

*Wheat, Too!* Minnesota and North Dakota tests with 14 lots of seed wheat in 1933 showed that *New Improved Ceresan* had increased the stand by 6.4 per cent, and for 13 lots in 1934 the increase was 7.7 per cent.

*What About Your Seed?* The seed used in all these tests was good average seed secured from representative farms. The stand results given above and the yield figures on the next page illustrate what *New Improved Ceresan* will do to insure your grain profits.



# TESTS PROVE IT PAYS . . .

Even though your seed is smut-free, it will pay you to treat it with *New Improved Ceresan* to control other seed-borne disease organisms. The results of nearly 150 farm tests in a dozen states have proved this!

## 3.2 Bushels of Oats for 5 Cents

Eighteen tests conducted in Illinois, Kansas, North Dakota and South Dakota in 1932 and 1933 showed that *New Improved Ceresan* had increased the yield of oats over untreated seed by nearly 4 bushels per acre or about 11 per cent.

In 1934 *New Improved Ceresan* used in 47 tests in Georgia, Illinois, Kansas, Minnesota, Nebraska, North Carolina and North Dakota increased the yield nearly 3 bushels per acre or almost 21 per cent. Thus in 65 tests over a three-year period *New Improved Ceresan* treated seed oats have outyielded untreated seed by 3.2 bushels an acre or over 18 per cent.

Smut control plus over 3 extra bushels of oats per acre! And at a cost of about 5 cents! How much extra would that add to your next oats crop profits?

## Barley Yield Increased 6 Per Cent

Thirty tests on barley during 1932, 1933 and 1934 in Illinois, Kansas, Minnesota, Nebraska and North Dakota showed that *New Improved Ceresan* increased the yield over untreated seed by nearly 6 per cent.

To control barley covered smut, *black loose smut*, stripe and seedling blight, U. S. Dept. of Agriculture in Misc. Publication No. 199 recommends, among other products, *ethyl mercury phosphate dust*, which is the chemical name for *New Improved Ceresan*.

## Get Your Extra Bushels of Wheat!

Tests on winter wheat in Georgia and Kansas, as well as spring wheat in Minnesota, North Dakota and South Dakota—38 tests in all—prove that *New Improved Ceresan* increases the yield even from apparently smut-free or clean seed. The average increase in yield was more than a bushel per acre or nearly 6 per cent.

How many extra bushels and dollars would that add to your wheat crop? And it takes only 3 cents worth of *New Improved Ceresan* per acre to do it. That's why we say: "*New Improved Ceresan* does more than control smut. It also frequently increases the yield."

Don't try to outguess the smut. Clean or smutty—treat your seed with *New Improved Ceresan*. If the seed is smutty, the treatment usually will control the smut and increase the yield, too. If the seed is clean, *New Improved Ceresan* will often increase the yield anyway. There's nothing to be gained by guessing; play safe with *New Improved Ceresan*.

### ***One-Half Ounce Treats a Bushel***

Only one-half ounce of *New Improved Ceresan* is needed to treat a bushel of seed. *New Improved Ceresan* is quickly and easily applied as a dust by means of a rotary seed treater or by the shovel method. After treating, the seed should be stored in a pile or sacks for 24 hours before planting.



### **PRICES**

*New Improved CERESAN for*  
**WHEAT, OATS, BARLEY**

**1 lb. tin.....\$ .75**

**5 lb. tin..... 3.00**

**One-half ounce treats one bushel**

The Postal Regulations have been amended so that the Du Bay Seed Disinfectants can now be mailed. These products are poisonous and the instructions and precautions printed on all package labels should be observed.

### **Other Du Bay Seed Disinfectants**

*New Improved Semesan Jr.* for Field and Sweet Corn  
*New Improved Semesan Bel* for White and Sweet Potatoes  
Semesan for Vegetable and Flower Seeds and Bulbs  
2% Ceresan for Cotton, Flax, Peas, Sorghums, Narcissus

**BAYER-SEMESAN COMPANY, INC.**

**Du Pont Building**

**Wilmington, Delaware**

*for Sale by*

